

SUMMARY POINTSMONDAY, SEPTEMBER 12, 1994Retail*Tuesday**20*

- Marlboro's August share flat with July.
- Marlboro's weekly share at highest level to date (29.4%).  
*all year no month (usual)*

*PM and**46.5**29.3*

- RJR growth slowing:
  - Premium and Discount promotions.
    - Camel *in general in addition* shifting support to money-off deals
    - Select B3G3F's incidence rebounding
    - Focus on Doral at lowest price point
  - GPC, Doral and Montclair growth have not expanded total discount category. (31%)
  - *mainly free ~~go~~ product promotional* soft expanding

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